

SYSTEM AND METHOD FOR RENDERING CONTENT
ACCORDING TO AVAILABILITY DATA
OBTAINED FROM ONE OR MORE SUPPLIERS

ABSTRACT OF THE DISCLOSURE

A system (10) for rendering content according to availability data for at least one item includes a server (22) to receive a content request from a user (12) and, in response, to retrieve requested content. A rendering engine (24) coupled to the server 5 (22) identifies at least one rule (30) associated with the content and concerning the item. A rules engine (32) coupled to the rendering engine (24) generates at least one availability request corresponding to the rule (30) and concerning the item. The rules engine (32) receives the availability data for the item, retrieves additional content according to the availability data for the item, the additional content being selected 10 from among one or more stored content elements that concern the item, and then communicates the additional content to the rendering engine (24) for incorporation into the requested content. The rendering engine (24) renders the requested content, including the additional content concerning the item. The server (22) communicates the rendered content to the user (12) to satisfy the content request.